

# 6 SECRETS

## To Attract and Retain More Clients

Presented by  INSTITUTE FOR  
**Integrative**  
Healthcare



# 6 Secrets to Attract and Retain More Clients



Thanks for downloading our FREE report “6 Secrets to Attract and Retain More Clients.” You’re going to be BLOWN AWAY by what’s below because I’m going to give you the keys to finally attract a flood of massage therapy clients faster than you ever imagined.

That’s not just talk. I’m about to reveal to you a proven marketing system for attracting more clients than you’ll know what to do with... like moths to a light.

In this report you will learn six powerful marketing strategies for building a strategic sales funnel, allowing your business to grow rapidly.

1. **In section one** we’ll talk about what a strategic sales funnel is, and why having one is the key to growing your massage practice fast, and retaining more repeat clients.
2. **In section two** we’ll go over why lead collection is so important in your business, and why you NEED to create reciprocity with your prospects.
3. **In section three** we’ll talk about “tripwires” in your marketing, and why they are so important.
4. **In section four** I’m going to personally show you how to write an ad the RIGHT way, so you aren’t throwing your advertising dollars in the trash.

5. **In section five** we'll talk about which advertising media you can choose from to start running "targeted" ads to attain and retain customers. (These include email, direct mail, PPC, SEO, and more.)
6. **Finally, in section six** we'll talk about how to create an EXPLOSIVE referral program, so you can turn your client base into an army of marketing soldiers for your business and to keep them coming back, too.

The information in this report has been used to grow thousands of businesses in very little time. That's because these tactics work great for any industry and any business so long as you apply them correctly. When applied to a massage therapy practice, the results can be EXPLOSIVE.

Hi, my name is Morris Cohen, President of the Institute for Integrative Healthcare Studies.

Our mission is to not only provide massage therapists like yourself with the best, most useful and enjoyable massage therapy continuing education courses in the world....

...We also want to help make sure you're successful at bringing in the consistent business you need and deserve.



There are several roadblocks that keep massage therapists stuck when it comes to attracting and retaining clients. Most massage therapists get infected at an early point in their careers with bad marketing advice that keep their practices from flourishing.

I'd like to give you the keys to marketing your massage practice effectively, so you can finally see the yellow brick road ahead, paved with consistent, sustainable, and repeat clients.

Learning to bring consistent, and repeat clients in the door is where the real value is at in your business. That's why it's recommended that you put your marketing education into overdrive.

Marketing is the business because it's responsible for bringing in the money. Everything else is an expense.

Remember, it's supremely important to be the BEST massage therapist you can be, but it's equally as important that you have a marketing plan in place that brings you consistent, repeat clients day in and day out.

The famed business consultant Peter Drucker was known for saying:

*"Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business."*

I'm about to lay out a marketing success roadmap that will make it simple for you to land all the clients you desire, and keep them coming back.

Let's start with your sales funnel.

## Section One

### How to Create a Sales Funnel That Brings in Targeted Prospects on Autopilot

First, what is a sales funnel?

Imagine a funnel where prospects are being poured into the top of the funnel. Maybe 100 prospects come in, but only 10 become clients. That's a sales funnel.

Those people who reached the bottom of the funnel did so because you convinced them over a period of time that you were the right choice for massage therapy.

That means you marketed to them, and gave them a reason to come into your practice. Maybe it was an offer for a 50% off massage for 1st time clients, a free report detailing how to hire the right massage therapist, or something else.

The truth is, 99% of massage therapists don't have a strategic sales funnel setup that will bring those new clients back to you again and again. Heck, many of them would die for the opportunity to establish a consistent client base so that marketing becomes irrelevant. Word of mouth marketing then takes over.

The holy grail of marketing books is one called Influence by Robert Cialdini. I highly recommend you check it out because it goes very deep into the psychology of why people buy. One of the techniques he talks so much about is "reciprocity."

The Hare Krishna, a Hindu religious group, used this technique amazingly well to make billions. They would gather in airports or bus stations and hand out flowers to weary travelers. The gift was an unexpected surprise and created an overwhelming sense of obligation for those who received it. The Hare Krishnas would then ask for a small donation.

This exact formula has been adapted by some of the greatest marketers in the world. Here's an example from GKIC.com:





**CLICK HERE**  
To Join GKIC Today and  
get ALL THIS for FREE!



Magnetic Marketing  
Lifestyle Liberation  
Kit and Welcome Kit

The company markets this FREE package as a \$497 value, yours free. Simply enter your shipping information. Then they send you all this in a box right to your front door. That's before any money has been spent with the company. Imagine the incredible sense of obligation this has on people who receive this free package! Plus, who wouldn't enter their information for a free package like this?

In marketing and business, it pays dividends to give, give, give, give, give up front, before any money has changed hands.

A package like this is known as a lead magnet. Its sole purpose is to collect leads, and build reciprocity. A lead is someone who has raised his/her hand and said, "Yes, I'm interested in this topic."

Have you ever landed on a website offering you a free report to help you solve a problem? What about on T.V.? "Call now to receive your free reverse mortgage information kit." These companies are simply collecting leads to follow up with you.

For massage therapists, one very effective thing to do is to create a lead magnet (free report, short video course, etc.) titled "How To Hire The Right Massage Therapist." In the report or video, you'll want to detail all the nightmare scenarios that hiring a bad massage therapist can create, and what they need to look out for. Newsletters also work well here!

You want to help people make a buying decision. Doing this will cement you as the “go to” expert for massage therapy. Then, when it’s time to hire a massage therapist, who do you think they’ll turn to?

## Section Two

### Why Leads Are the Most Valuable Asset in a Business

It’s often said “The money is in the list.” Whether that’s building a list of email subscribers, or building a database of people who have taken you up on a free offer in your massage practice, don’t be afraid of FREE.



Many business owners stubbornly refuse to give away a free gift, but they’re actually losing money and don’t even know it. As a sole massage therapist, it may not be feasible for you to do free massages, but focus on what you can give away.

A free report or video series, like I mentioned earlier, can be a great way to build reciprocity. You could also consider offering a free 15-minute add-on for first-time clients.

Many studies have been done by very smart marketers and analysts on what it takes to convert a tire kicker into a paying customer.

The results are pretty eye-opening.

According to [FollowupSuccess.com](http://FollowupSuccess.com), it takes between 5 and 12 contacts on average with a prospect before they will actually make a purchase.

Whether it’s face-to-face selling insurance, or trying to sell an online video course on growing tomatoes, it doesn’t matter. You have to follow up with people to increase engagement and conversions. This is why email opt-in forms are so prevalent online. It’s super easy to send out emails using an autoresponder.

You simply create a free lead magnet on your website (if you don’t have a website, you need one) to give away in exchange for their information. Now you’re building an email list of interested prospects you can send emails to at any time.

Just know this: For every person who calls your office for massage therapy, yet doesn’t convert into a client, the chances of you ever hearing from that person again are slim. So your lead magnet must be compelling.

You need to capture that lead!

Let's say someone does call your massage office. How are you going to get them into your database to follow up with them? Here's one idea. When they call, find out if they're brand new to your massage practice. If they say yes, then send them over to your website for your free report along with a 50% coupon for their first massage. All they have to do is enter their email to receive the report.

Of course, you would have a dedicated web page that says something like...

## **Are You Brand New to XYZ Massage?**

**Download My FREE Report "How To Hire The Right Massage Therapist" and Get 50% Off Your First Massage**  
**Enter your email below now.**

Now all you need to do is write a series of emails that go out automatically every day to remind those prospects that they can claim their 50% discount, but it expires in the next 5 days. Setting hard deadlines like that works very well at getting people off the fence.

Again, don't be afraid of FREE or discounted up front. It builds reciprocity with people, and builds a sense that they want to give back to you. This could be in the form of regular visits.

Once you have this all set up on your website, the goal now becomes to scale up your business with advertising. There are many avenues to choose from when it comes to this. Obviously, your local newspaper and classifieds are an option.

However, you can waste a lot of money that will produce very little return if you're not careful. Many massage therapists take a shotgun approach. They will advertise to everyone in a newspaper, but when you do that you're talking to everybody. Not good. When you're speaking to everybody, you're speaking to nobody. What I mean is that you need to be targeted with your advertising.

This is why we create an ideal customer avatar. Who is my ideal prospect? Who is most likely to benefit from massage therapy? What age are they? Male or female? What's their income level? Are they already spending money on similar services? Remember, just because someone reads your ad in a newspaper doesn't mean they qualify for your services. Also, remember that you may have more than one profile for the "ideal client."

Think about where your ideal massage therapy clients could already be spending money. It could be yoga studios, hypnotherapists, natural health stores, naturopaths, pilates clinics, gyms, or anywhere that people pay money to reduce stress.

These target groups of people are ideal to go after. They've already shown a willingness to spend money on stress reduction. The next step is to build a relationship with these businesses.

You could drop off a stack of flyers for your free report, or discount coupons – pushing people to your offer.

In exchange you would offer to send your clients over to their business. This is important – to build that relationship.

Or do free clinics, with a sign up sheet (online) where they give their email in return for discount coupons and your free report! This lets you talk to them and book them, in person, when you meet them at the event.

You can also consider doing a live webinar using the same approach.

Many of the businesses you contact will already have a weekly or monthly newsletter they send out to their clients. You want to find out, and if they do, see if you can pay a monthly fee to show your advertisement in their newsletter. Many companies have open advertising slots in their newsletter. Doing targeted marketing like this to hot prospects will pay dividends, whereas a newspaper ad will likely produce dismal returns.



## Section Three

### The Magic Of Tripwire Marketing



So, let's talk about tripwires, and why they're so powerful.

According to DigitalMarketer.com, when you can get someone to pay you for your products or services, even if it's just \$1, they are 10 to 20 times more likely to buy from you again. Digital Marketer would know because they spend millions every year testing this stuff.

So, let's say you've got some prospects on your list, and maybe some have even come into your practice already. Much of the hard work is over. Now let's get some money to exchange hands.

Remember, low priced is good in the beginning. In any business, 90% of the profits come from the back end sales. Let's say for example you've never shopped at a Target store before. You go in and buy some socks. The clerk was friendly, and you had a good experience.

Now there's a certain amount of trust built up in your mind with Target. The chances of you going back to Target have now been increased tremendously. They have gained a new customer who will likely shop there again and again.

These are back end sales for Target. You spent \$5 on socks, but how much are you worth to Target over the next year? \$500? \$1,000?

This initial low priced transaction is often called a Tripwire. It's simply meant to get some money exchanging hands, even if it's low priced. I recommend that you make a low price offer to people immediately after they sign up for your free report on your website.

You could just redirect them to a download page and say...

**“Congratulations! As a New Subscriber You Qualify for 50% Off Your First Massage”**

Again, a low price offer in the beginning is good. Some companies even lose money just to get a first time customer in the door.

You may have heard of “Loss Leaders” before. This is when a company loses money on a product, but does so just to get you in the door. They know you'll purchase other items to make up for the loss.

Does the 10-Piece Chicken Nuggets for \$1.49 ring a bell? Burger King restaurant knows that you'll most likely buy a \$2.15 drink along with that. Most of that is profit.

## Section Four

### How to Write a Powerful Advertisement



A good ad should solve a problem that your prospect is having. I'm going to lay out a simple formula for you to use for writing ads.

Here it is: Problem, Agitate, Solution

State the problem they're struggling with, twist the knife so the problem becomes urgent, and deliver your solution.

Always start your ad with a BIG bold headline.

## **The Secret to Easily Melt Away Stress in 20 Minutes**

If you're feeling stressed out to the MAX, then what I'm about to tell you could be the key to melting your stress away FASTER than you ever imagined.

According to stress.org, stress increases the risk of heart disease by 40%, increases heart attack risk by 25%, and increases risk of stroke by 50%. Walking around stressed all day is DEADLY for you.

A deep tissue massage can work wonders to reduce your stress, and melt away your worries for days. **Right now, for a limited time, you can download my FREE report "How to Hire the Right Massage Therapist," and get 50% off your first massage.**

Head on over to [XYZmassage.com/FREE](http://XYZmassage.com/FREE) to grab the free report, and get 50% off your first massage.

Imagine your mind, body, and spirit taking a relaxing 30-minute vacation right here in our massage therapy studio located at 123 Massage Drive, New York, NY 83765

You'll leave feeling more relaxed than ever, we GUARANTEE it.

Rest assured that our massage therapists are all state licensed and Board Certified. Listen to what these clients are saying about XYZ Massage.

### **"It's Amazing"**

[Place your testimonials Here]  
Name, Location

To download your FREE report, and get 50% off your first massage, go to [XYZmassage.com/FREE](http://XYZmassage.com/FREE) and enter your email. When you do, you'll be able to schedule your discounted massage right there on the website.

Regards,  
Your name

**P.S.** After you sign up for the free report and 50% off massage offer, you'll have 5 days to come into the office and use it before it expires.



That's it. That's all there is to writing a good ad. I wrote this ad as if you were running it to a targeted list like we talked about. That ad would probably work great in a yoga studio's newsletter.

## Section Five

### Advertising Media

When it comes to placing your ads, where are the best places to do so?

We've already talked about classifieds, and joint ventures, but there are several other options you should know about. I mentioned before that you NEED a website. Without one, many of these options won't work for you.



#### PPC (Pay-Per-Click)

Type a search term into Google and you'll see text ads pop up. Some company, somewhere, is paying Google every time someone clicks on that text ad. When they click they are brought to that company's website to sign up for an offer they are making.

PPC ads can be very effective, but can quickly get expensive if you're not careful. You'll pay every time someone clicks on your ad. If the conversions are low and clicks are high, you can spend a great deal for little or no return.



#### SEO (Search Engine Optimization)

What search terms do you want your website to be associated with when someone types it into Google. Search engine optimization is the science of ranking your website for key terms that people search for. If you want your website to be shown in the organic search results for "Massage Therapist in Cleveland," then you'll want to optimize your website for that term.

It's important to note that once your website is optimized, that's free organic traffic that the search engines will send your way when someone searches on your terms. This traffic will include both new customers and existing customers.



## Social Media

Social media platforms like Facebook and Twitter are used to build a list of followers and maintain their interest and connection with you. These are highly targeted people who are interested in what you offer.

This is really no different from building and maintaining any other pool of leads. It's an asset of like-minded people you can make offers to. Maybe you could send out a message to your social media followers about your 1st time free massage. Maybe you post a picture of a new massage technique you are now offering or something that would be of interest to your audience.



## Direct Mail

Direct mail can be very powerful for scaling up your massage therapy business. Mailing lists can be bought that are very targeted. For instance, you can find mailing lists of people who subscribed to Yoga magazine, or the like. These are the exact targeted prospects you want.

Once you find the right list to mail to, you can either purchase a file with names, phone numbers, and addresses to mail out to, or, you can find direct mail companies who will do everything for you. They will do the printing of the ad, the envelopes, and the mailings for a fee.

If direct mail sounds like an option you want to try, check out [lists.nextmark.com](http://lists.nextmark.com). It's basically like a mailing list search engine where you can search mailing list topics.

You can also use direct mail to keep your customers engaged and coming back. During intake, you can capture their birthdays and then send a birthday card on their birthday. Who doesn't like receiving a birthday card? You can also mail them special offers or notify them of something new as mentioned above in the social media section.



## Email Marketing

We've hit on email a bit, but it can be the top producer in your marketing arsenal. Here's why.

Email marketing allows you to stay on top of the minds of your clients, while building a relationship with them. Relationship building is key to client retention. You can send them emails with links to new informational videos you've uploaded, send them discount offers, holiday promotions, and more.

You'll want to use a good email autoresponder company like Mailchimp, Constant Contact, or Aweber. With email autoresponders, you can have prewritten emails go out automatically to anyone who signs up for your free report. These emails can go out for months on end with promotional offers, sales, articles, new videos, and more.

With your email marketing efforts, you'll get your highest results when you use scarcity. Scarcity is when you make your offer scarce.

For example, use hard end dates. Writing emails with copy like "This offer ends in 3 days," and "You're about to miss out on the BIGGEST massage discount this year" works great to get people moving.

When you consider that most people have a smart phone with their email accounts connected, many of them are going to see your offers.

## Section Six

### How to Build an Explosive Referral Program



If you're thinking that referrals are too difficult to attain because you aren't currently getting the referrals you'd like, then I'm about to show you how easy it can be.

Every marketing program should have a referral program. It's the most cost effective way to get new clients. Referral clients are like gold because they're already pre-sold on your service. It doesn't take nearly as much convincing to get a paying customer through referrals.

Plus, clients are much more likely to refer someone else because they were referred. You should NOT overlook a referral program because they bring you the lowest cost, easiest to please customers you'll find.

Leaving it up to your clients to refer people on their own isn't effective. Most of them won't refer anyone unless you give them a reason to do so. Many referral programs are built around offering gift certificates for your massage services, or actually offering physical gifts to clients who refer X number of new clients.

One thing is for certain. You need to lay out a system in your massage practice for every client who comes in the door. You should have a form ready to give to each client when they come in for massage.



Simply tell them:

*“We have a popular referral program for all of our clients. Here’s how it works. You can choose from one of these 5 gifts, yours FREE, when you complete this referral form and send it back to us.”*

On your referral form you should have 3 or 4 blocks where your clients can enter the names, addresses, email addresses, and phone numbers of the friends or family members they’re referring. Of course, as a massage professional you wouldn’t divulge to anyone who your clients are without their permission. Therefore you should also state that you’ll be contacting these referrals to introduce yourself and that by providing these referrals your client is giving you permission to use their name for this introduction.

You should make it very easy for them to respond. Allow them to bring it back to the office, fax it, email it, or complete the form on your website.

The referral gifts you offer should be valuable in their eyes, but they don’t have to be expensive gifts. To make it even more compelling for them to refer, add a little icing on the cake.

Tell them:

*“When your referrals come in and spend at least \$200, you will also get a FREE massage on us!”*

When they return the completed referral form, make sure you follow up with the client. Send them an email, or call them to remind them that their FREE gift is waiting for them to pick up.

This brings them back into your practice, and could lead to more immediate business.

## **How to Contact Referrals**

Now that you have your existing clients doing marketing for you, and bringing you a list of their close friends and family, how do you contact them?

We want to use a very personal approach here. We have their name, and we know they are either a friend or family member of your current client. This is a very powerful position to be in. They realize that they wouldn’t have been referred unless you were a trustworthy massage therapist.

Being in this position automatically pre-sells you in the referral’s mind. Not much hard selling needs to be done. Now we want to reach out to these referrals either by email or snail mail. We want to make them an offer. It could be a FREE small gift they can come into your practice to pick up. You can also offer coupons for massage sessions along with the free gift.

Either way, offer them something just for being the friend of Jane Doe (your client). Tell them the gift expires on [DATE]. If they do not respond to the free gift after the expiration date, give them a call to remind them. People don't mind being called when you're giving them a gift, and it creates reciprocity.

## Conclusion

In this report, we learned the steps to creating a powerful marketing plan: using reciprocity to attract clients, generating a \*targeted\* list of potential clients, the steps to set up an amazing referral program, and so much more.

Get busy implementing these ideas now, and I guarantee you will see your practice take off like a rocket ship in no time.

Regards,

Morris Cohen, President  
The Institute for Integrative Healthcare Studies

**P.S.** Have you taken advantage of the incredible \$110 Home Study CE gift we're giving you? If not, you must hurry.



**SAVE UP TO \$110\***  
on your CE enrollment!

<b>SAVE \$10</b> On your next enrollment of \$50 or more. Use Promo Code: GAIN20	<b>SAVE \$25</b> On your next enrollment of \$100 or more. Use Promo Code: GAIN35	<b>SAVE \$100</b> On your next enrollment of \$300 or more. Use Promo Code: GAIN100
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